Word of thanks...

C-Sema would like to extend gratitude and appreciation to our sponsors and partners for making this successful event possible. We profoundly enjoyed celebrating this day with children.

We look forward to working with you again,

C-Sema Events Team
Our sponsors

T-shirts sponsor, Unilever, showcased an area within the venue displaying one of their products ‘Blue Band’ keen in encouraging nutritious breakfast and the importance of vitamins and in children’s growth and development. We were thrilled to have them join us!

Jamii Media owner of Jamii Forums and Fikra Pevu is not only the event media partner, but also co-host. We joined hands in 2016 and we worked together this year in hosting the event.

Dar es salaam Serena Hotel management supported part of the evening engagement budget. We were very grateful they hosted us!

Media sponsor Tigo Tanzania supported our pre and post event media budget and provided of some shades for most of our partner exhibitors, just as in 2016. We were happy to have you!

Standard Chartered sponsored awards and medals for winning children. Just as in 2016 the bank also supported free eye screening through an eye camp on the event site. Thank you!

Our logistics sponsor Tanzania Posts Corporation provided resources to support event logistics including ensuring that children, teachers and our volunteers had transport to and from the venue. Thank you, TPC!

The afternoon games wouldn’t have been possible had it not been for JMK Youth Park's beautiful venue. We are grateful to the park's management & their staff for hosting us!

The European Union Delegation in Tanzania supported our evening engagement budget. The Head of Delegation, H.E Roeland van de Geer just as 2016 joined the children in the afternoon celebrations and joined the evening engagement. The European Union brought Clown Doctors who worked with other volunteers on face painting session for children. The EU’s support was awesome, thank you!
Over 1,259 children celebrated the Day of the African Child at Jakaya Kikwete Youth Park at Kidongo Chekundu.

698 girls and 592 boys celebrated this year’s #SikuYaMtoto. This included about 120 children with disabilities, 52 toddlers, 100 pre-scholars, over 500 in lower primary schools while the rest (aged between 9 – 15 years) are either in upper primary or early secondary school.

Children began the day changing into #SikuYaMtoto branded T-shirts courtesy of Unilever Tanzania.

Then all children and adults present were treated to a special red carpet reception for photo-shoots to help give beautiful memories of this year’s event a place in history.

Along with volunteers from other partners, European Union’s Clown Doctors prepared a face painting session. The response from children was immense turning out to be a full day exercise for the volunteers since most children chose to have their faces painted!
ABOVE: On the red carpet C-Sema Chief Executive Kiiya J.K (Second Left) with European Union Delegation, H.E Roeland van de Geer (Second Right) and Ms. Mbise (3rd right), and Dar es Salaam Regional Administration Representatives.

MIDDLE: Children sharing a photo with the guests.

BELOW: Children enjoying a light moment with Reach for Change, partner organisation of the event.
Exhibitions...

Exhibition booths were prepared by our partners and sponsors, ranging from breakfast by Unilever (provided bread with Blueband as well as porridge to kickstart the day) to robotics by JengaHub and Apps&Girls.

Other Exhibitors...
As part of the day’s festivities, six years old Ethan launched an animated gaming and learning smartphone app for children below 10. At such a young age Ethan wants to inspire a heroic spirit in boys and girls. His message, ‘You can be a hero too.’ Kids loved it!
The day was filled with activities from indoor competitions ranging from reading, drawing and writing competitions to outdoor including traditional dances and ball games. The winners were awarded with medals and presents later in the day.
The afternoon celebrations were graced by the Ambassador of the European Union Delegation to Tanzania, H.E. Roeland van de Geer, who addressed the children and invited guests. Thereafter the Seventh-day Adventist children conducted a guard of honour where H.E. Roeland van de Geer was bestowed a special #SikuYaMtoto scarf by the children.

The European Union has invested in children in Tanzania by supporting different Violence Against Children initiatives including direct support to this year’s #SikuYaMtoto event budget.
The day ended with various awards including medals (bronze, silver and gold), trophies, stationeries (books, stamp albums, pencils and rubbers and 300 bags) supplied by Flaviana Matata Foundation, JengaHub, Plan International and Tanzania Posts Corporation were distributed to children – winners in both indoor and outdoor games.
On this day, Dar es salaam Regional Administration joined us through the health department to conduct eye screening for both children and adults present. The eye screening was conducted by 15 eye doctors, nurses and optometrists from all the five Municipalities of Dar es salaam Region – where 415 children (113 boys and 302 girls) and two adults were screened. Over 40% of the screened children were found to have eye conditions ranging from allergic conjunctivitis, bacterial conjunctivitis to those that were referred for further opinion in hospitals. About 30% of the children found in need of glasses received them at the event. They could not have celebrated this day – any better! Special thanks goes to Standard Chartered Bank for sponsoring the eye screening event and to Sight Savers for making this happen.

Notable besides the eye camp, Standard Chartered had 40 bankers onsite who helped with volunteering duties apart from conducting sessions with children on money and savings!
JUNE 16\textsuperscript{th} the Day of the African Child was established with the aim of raising awareness for the situation of children in Africa and on the need for continuing improvement in social services including education, health and nutrition. This year’s celebrations we offered a chance for adults to engage more on and specifically through a panel discussion, ‘Child Welfare: Success, Challenges, Opportunities and Solutions.’

Before the panel discussion commenced, the sponsors were each given a few minutes to talk about how their businesses or sphere of work has improved children welfare in Tanzania.

In his opening remarks Head of the European Union Delegation, H.E. Ambassador Roeland van de Geer, said that if children are given the chance to speak for themselves and get the needed help, their overall welfare will be greatly improved.

“Children’s welfare cannot be improved unless the society allows changes associated with their behavior. It is only through listening, talking and giving time to children to air their views while sharing their concerns that the society will be able to build a robust and buoyant generation,” Ambassador Roeland van de Geer noted in his opening speech.

As Unilever Country Director, Akofa Ata came on stage, he explained how his company is keen on promoting nutritional conscious behaviors especially through the new Blue Band that contains both omega 3 and 6, and fortified with vitamin A to give children the nutritious start they need.

“To achieve this Blue Band aims to demonstrate how a good and healthy breakfast can contribute positive outcomes in life. Blue Band’s Nutritious Breakfast Campaign supports the Sustainable Development Goals (SDG) Number 3; that of Good Health.” Mr. Akofa, Unilever Country Director concluded.
Standard Chartered Bank’s Corporate Affairs, Brand and Marketing Manager, Mariam Sezinga talked about Seeing is Believing, an initiative to treat avoidable blindness and visual impairment by improving access to affordable and quality eye care. She said around 39 million people in the world today are blind and 90% of avoidable blindness occurs in the developing world. Since 2003 Seeing is believing has reached more than 100 million people globally who urgently need affordable eye care. In Tanzania the initiative has positively impacted 360,000 children who have had their eyes checked and have received various eye equipment.

Finally, Mr. Macrice D. Mbodo, General Manager Corporate Resources Management representing the Postmaster General and CEO of Tanzania Posts Corporation (TPC), said they recognize the need for affordable child care services for all children and therefore through CSR they have joined hands with C-Sema in not only commemorating this years’ #SikuYaMtoto but also work long-term in providing resources important in servicing needs and interests of children in Tanzania.
Susanne Mbise, Press & Information Officer with the European Union in Tanzania moderated the panel discussion themed, ‘Child Welfare: Success, Challenges, Opportunities and Solutions’, panelists were troubled on the deplorable state of Tanzania children’s welfare, mostly occasioned by neglects at family level, limited investments by local governments and limited exposure to self-knowledge for most rural children.

“We need to ensure that all children get equal opportunities for the society to achieve sustainable social-economic development; we need to prepare them to be responsible future citizens,” Ms Woinde Shisael, Head of Corporate Communication at Tigo, also on the panel. She noted that as part of Tigo’s social investment programs, they support the National Child Helpline – a toll-free telephone service (116) that helps children in need of care and protection available across all networks in Tanzania Mainland and Zanzibar. The helpline is operated by C-Sema.
The most notable challenge was weather and relatable challenges to the weather was delays in serving KFC’s lunch – angering children caretakers, parents, teachers – and yes children had an hour or more of lunch delay, however it was within our best interest to try resolve the situation.

Secondly, although Mzee Mwinyi, Ali Hassan (retired President) had confirmed officiating the event as Guest of Honour – information reached us on event’s morning that he would not make it because of a close family relative funeral.

Commencement of the evening event was delayed and we had technical difficulties, please accept our sincere apologies and promise to improve on the short comings in the upcoming events.

Thanking You and Looking Forward to Working with You Again,

C-Sema Events Team
Our Partners…

Our Sponsors…